

2004



SMOKEY BEAR AND WOODSY OWL GARDEN CLUB POSTER CONTEST



ATTENTION!

Here's What You and Your
Students Can Do to Help
Prevent Wildfires!

TEACHER AND AGENCY EMPLOYEES

The National Garden Club Inc. invites 1st through 5th grade students to participate in the 2004 Smokey Bear and Woodsy Owl Garden Club poster contest. Because this year is the 60th birthday of Smokey Bear, we are dedicating this year's contest to Smokey and the 60 Years of Vigilance theme.

Take this opportunity to share and discuss this theme with your students and encourage them to submit their original posters using Smokey Bear as the central figure!

The national winner will win a free trip to Washington DC, for a presentation ceremony, and a round-trip airfare and accommodations for four. A \$100 U.S. Savings Bond will be awarded to the first place winner for each grade level as well.

Entries concerning Woodsy Owl will still be accepted.



ABOUT SMOKEY BEAR

Smokey Bear is highly recognized and internationally known as the symbol for wildfire prevention. You've seen him dressed in a ranger's hat and blue jeans carrying a shovel. The original Smokey Bear appeared in 1941. Smokey's message of personal responsibility, "Remember, Only You Can Prevent Wildfires," is one that children have heard for many years, encouraging personal responsibility for fire prevention. Smokey Bear teaches children and adults to be careful with campfires, barbecues, trash fires, cigarettes, and matches.



ABOUT WOODSY OWL

Woodsy Owl, America's icon for environmental education, symbolizes natural resource conservation. Since 1971, Woodsy has been helping parents and teachers inspire children to observe, explore, and care for the environment. He challenges children to "Lend a Hand—Care for the Land." Woodsy Owl encourages children to join him by taking an active role in caring for the land through recycling, reusing, and reducing waste; planting and caring for trees; using resources wisely (such as not wasting water or electricity); not littering; and generally caring for the planet we live on.

DEADLINE: JANUARY 15, 2004

POSTER CONTEST TIPS AND RULES



A good poster is bold and simple in design.
Its message is delivered in both the picture and the slogan.
Its message is easily understood.

Posters **must** feature Smokey Bear or Woodsy Owl. Smokey posters should be based upon Smokey Bear's birthday theme, "**Sixty Years of Vigilance.**" The entry posters should encourage children to take a personal role in preventing wildfires or conserving natural resources.

Posters are to be completed by individual student artists. Competition may include students from 1st to 5th grade. Posters will be judged 20 percent each for originality, design, slogan, artwork, and overall effectiveness of the message. Each entry should be 12 by 18 inches in size.

MATERIALS:

- crayons,
- markers,
- poster paints,
- watercolors, etc.

Bold colors are best. No three-dimensional posters, computer-scanned, or electronically generated images will be accepted!

Please print the artist's name, address, home phone number, grade level, school, city, and state on the back of the poster in the lower right corner. Do not use dark marker for this as it may show through.

Submit poster entries no later than January 15, 2004, to your State's National Garden Clubs, Inc., at the following address:

National winners will be announced at the 2004 National Garden Clubs, Inc., Convention.

All entries will become property of the USDA Forest Service. Posters will not be returned to contestants. The USDA Forest Service or the National Garden Clubs, Inc., may use the poster artwork for national educational materials and outreach.

Smokey Bear and Woodsy Owl are protected under Public Law 93-318.

SPONSORS

The **USDA Forest Service** and the **National Garden Clubs, Inc.**, sponsors the Smokey Bear Poster Contest every year to promote wildfire prevention education and conservation, emphasizing everyone's role of self-responsibility for our environment.